

## ORDER



KSNV

**Orders**  
**Order / Rev:** 106562  
**Alt Order #:** 06852078  
**Product Desc:** Issue  
**Estimate:** 1770  
**Flight Dates:** 09/13/12 - 09/22/12  
**Original Date / Rev:** 09/12/12 / 09/12/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency**  
**Name:** Waterfront Strategies  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Ave. NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Patriot Majority  
**Demographic:** A35+  
**Product Codes:** PL11  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PISSUE, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 08/27/12   | 09/26/12 | 78      | \$82,775.00  | \$70,358.75 |

## Totals

| Month          | # Spots   | Gross Amount       | Net Amount         | Rating      |
|----------------|-----------|--------------------|--------------------|-------------|
| September 2012 | 78        | \$82,775.00        | \$70,358.75        | 0.00        |
| <b>Totals</b>  | <b>78</b> | <b>\$82,775.00</b> | <b>\$70,358.75</b> | <b>0.00</b> |

## Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Amy McCreary      |              |              | Start Of Order - End Of Order | 100%    |

## Order Share

|        | Share | Total        |
|--------|-------|--------------|
| KSNV   | 27%   | \$82,775.00  |
| Market | 100%  | \$306,574.07 |

## Competitive Share

|       | Share | Total       |
|-------|-------|-------------|
| CABLE | 0%    | \$0.00      |
| KBLR  | 0%    | \$0.00      |
| KFBT  | 0%    | \$0.00      |
| KINC  | 0%    | \$0.00      |
| KLAS  | 24%   | \$73,577.78 |
| KLVS  | 0%    | \$0.00      |
| KSNV- | 0%    | \$0.00      |
| KTNV  | 23%   | \$70,512.04 |
| KTUD  | 0%    | \$0.00      |
| KVVU  | 19%   | \$58,249.07 |
| KVWB  | 0%    | \$0.00      |
| LV1   | 0%    | \$0.00      |
| UNKWN | 7%    | \$21,460.19 |

| Ln  | Ch   | Start    | End      | Inventory Code            | Break | Start/End Time | Days    | Len | Spots | Rate     | Pri | Rtg  | Type | Spots | Amount     |
|-----|------|----------|----------|---------------------------|-------|----------------|---------|-----|-------|----------|-----|------|------|-------|------------|
| E 1 | KSNV | 09/13/12 | 09/26/12 | M-F 5-6a WakeUp w/Wagners | 5-6a  |                | MTWTF-- | :30 | 5     | \$600.00 | 1   | 0.00 | NM   | 6     | \$3,600.00 |

M-F 5-6a WakeUp w/Wagners

COMMENTS APPLY TO SUB LINES A THRU B  
 WAKE UP WITH THE WAGNERS

Start Date End Date Weekdays Spots/Week Rate Rating

Order / Rev: 106562  
 Alt Order #: 06852078  
 Flight Dates: 09/13/12 - 09/22/12

Advertiser: Patriot Majority  
 Product Desc: Issue  
 Estimate: 1770  
 KSNV

| Ln   | Ch   | Start             | End             | Inventory Code   | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Spots | Amount     |
|--|------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| E 1  | KSNV | 09/13/12          | 09/26/12        | M-F 5-6a WakeUp w/Wagners<br>M-F 5-6a WakeUp w/Wagners | CM    | 5-6a           | MTWTF-- | :30 | 5                 | \$600.00    | 1   | 0.00          | NM   | 6     | \$3,600.00 |
| COMMENTS APPLY TO SUB LINES A THRU B<br>WAKE UP WITH THE WAGNERS |      |                   |                 |  |       |                |         |     |                   |             |     |               |      |       |            |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: 09/13/12   |      | 09/13/12          | 09/19/12        | MTWTF--  |       |                |         |     | 5                 | \$600.00    |     | 0.00          |      |       |            |
| Week: 09/20/12   |      | 09/20/12          | 09/26/12        | MTWTF--  |       |                |         |     | 1                 | \$600.00    |     | 0.00          |      |       |            |
| E 2  | KSNV | 09/13/12          | 09/19/12        | M-F 6-7a WakeUp w/Wagners<br>M-F 6-7a WakeUp w/Wagners | CM    | 6-7a           | MTWTF-- | :30 | 2                 | \$1,000.00  | 1   | 0.00          | NM   | 2     | \$2,000.00 |
| WAKE UP WITH THE WAGNERS   |      |                   |                 |  |       |                |         |     |                   |             |     |               |      |       |            |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: 09/13/12   |      | 09/13/12          | 09/19/12        | MTWTF--  |       |                |         |     | 2                 | \$1,000.00  |     | 0.00          |      |       |            |
| E 3  | KSNV | 09/13/12          | 09/19/12        | Today Show<br>Today Show                               | CM    | 658a-9am       | MTWTF-- | :30 | 5                 | \$1,500.00  | 1   | 0.00          | NM   | 5     | \$7,500.00 |
| TODAY SHOW   |      |                   |                 |  |       |                |         |     |                   |             |     |               |      |       |            |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: 09/13/12   |      | 09/13/12          | 09/19/12        | MTWTF--  |       |                |         |     | 5                 | \$1,500.00  |     | 0.00          |      |       |            |
| E 4  | KSNV | 09/15/12          | 09/15/12        | News 3 Sunrise - SATURDAY<br>News 3 Sunrise SATURDAY   | CM    | 6a-7a          | -----S- | :30 | 1                 | \$350.00    | 1   | 0.00          | NM   | 1     | \$350.00   |
| NEWS 3 AT SUNRISE no program 7/7,                                |      |                   |                 |  |       |                |         |     |                   |             |     |               |      |       |            |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: 09/10/12   |      | 09/10/12          | 09/16/12        | -----S-  |       |                |         |     | 1                 | \$350.00    |     | 0.00          |      |       |            |
| E 5  | KSNV | 09/15/12          | 09/15/12        | News 3 Today - SATURDAY<br>News 3 Today - SAT          | CM    | 9am-930am      | -----S- | :30 | 1                 | \$500.00    | 1   | 0.00          | NM   | 1     | \$500.00   |
| NEWS 3 TODAY/WKEND   |      |                   |                 |  |       |                |         |     |                   |             |     |               |      |       |            |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: 09/10/12   |      | 09/10/12          | 09/16/12        | -----S-  |       |                |         |     | 1                 | \$500.00    |     | 0.00          |      |       |            |
| E 6  | KSNV | 09/16/12          | 09/16/12        | Sunday Today<br>Sunday Today                           | CM    | 7a-8am         | -----S  | :30 | 1                 | \$625.00    | 1   | 0.00          | NM   | 1     | \$625.00   |
| TODAY ON SUNDAY  |      |                   |                 |  |       |                |         |     |                   |             |     |               |      |       |            |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: 09/10/12   |      | 09/10/12          | 09/16/12        | -----S   |       |                |         |     | 1                 | \$625.00    |     | 0.00          |      |       |            |
| E 7  | KSNV | 09/16/12          | 09/16/12        | Chris Matthews 9:30AM<br>Chris Matthews SUN 9:30am     | CM    | 9:30a-10a      | -----S  | :30 | 1                 | \$500.00    | 1   | 0.00          | NM   | 1     | \$500.00   |
| CHRIS MATTHEWS SHOW  |      |                   |                 |  |       |                |         |     |                   |             |     |               |      |       |            |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: 09/10/12   |      | 09/10/12          | 09/16/12        | -----S   |       |                |         |     | 1                 | \$500.00    |     | 0.00          |      |       |            |
| E 8  | KSNV | 09/13/12          | 09/19/12        | Wake Up Early w/ Wagners<br>Wake Up Early Wagners      | CM    | 430a-5a        | MTWT--S | :30 | 3                 | \$200.00    | 1   | 0.00          | NM   | 3     | \$600.00   |
| WAKE UP EARLY W/THE WAGNERS                                      |      |                   |                 |  |       |                |         |     |                   |             |     |               |      |       |            |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: 09/13/12   |      | 09/13/12          | 09/19/12        | MTWT--S  |       |                |         |     | 3                 | \$200.00    |     | 0.00          |      |       |            |
| E 9  | KSNV | 09/20/12          | 09/26/12        | Wake Up Early w/ Wagners<br>Wake Up Early Wagners      | CM    | 430a-5a        | MTWT--- | :30 | 1                 | \$200.00    | 1   | 0.00          | NM   | 1     | \$200.00   |
| WAKE UP EARLY W/THE WAGNERS                                      |      |                   |                 |  |       |                |         |     |                   |             |     |               |      |       |            |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: 09/20/12   |      | 09/20/12          | 09/26/12        | MTWT---  |       |                |         |     | 1                 | \$200.00    |     | 0.00          |      |       |            |
| E 10   | KSNV | 09/13/12          | 09/19/12        | M-F Today Show II 3rd Hour<br>M-F Today Show II        | CM    | 9-10a          | MTWTF-- | :30 | 3                 | \$900.00    | 1   | 0.00          | NM   | 3     | \$2,700.00 |
| TODAY SHOW II  |      |                   |                 |  |       |                |         |     |                   |             |     |               |      |       |            |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: 09/13/12   |      | 09/13/12          | 09/19/12        | MTWTF--  |       |                |         |     | 3                 | \$900.00    |     | 0.00          |      |       |            |
| E 11   | KSNV | 09/13/12          | 09/19/12        | Rachael Ray<br>Rachael Ray                             | CM    | 11am-12pm      | MTWTF-- | :30 | 3                 | \$325.00    | 1   | 0.00          | NM   | 3     | \$975.00   |
| RACHEL RAY   |      |                   |                 |  |       |                |         |     |                   |             |     |               |      |       |            |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: 09/13/12   |      | 09/13/12          | 09/19/12        | MTWTF--  |       |                |         |     | 3                 | \$325.00    |     | 0.00          |      |       |            |
| E 12   | KSNV | 09/13/12          | 09/26/12        | Noon News<br>Noon News                                 | CM    | 12-1230pm      | MTWTF-- | :30 | 4                 | \$425.00    | 1   | 0.00          | NM   | 5     | \$2,125.00 |
| COMMENTS APPLY TO SUB LINES A THRU B<br>NEWS 3 AT NOON           |      |                   |                 |  |       |                |         |     |                   |             |     |               |      |       |            |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |

Order / Rev: 106562  
 Alt Order #: 06852078  
 Flight Dates: 09/13/12 - 09/22/12

Advertiser: Patriot Majority  
 Product Desc: Issue  
 Estimate: 1770  
 KSNV

| Ln   | Ch   | Start             | End             | Inventory Code                            | Break | Start/End Time             | Days    | Len | Spots             | Rate         | Pri | Rtg           | Type | Spots | Amount      |
|--|------|-------------------|-----------------|---|-------|----------------------------|---------|-----|-------------------|--------------|-----|---------------|------|-------|-------------|
| E 12   | KSNV | 09/13/12          | 09/26/12        | Noon News<br>Noon News                    | CM    | 12-1230pm                  | MTWTF-- | :30 | 4                 | \$425.001    |     | 0.00          | NM   | 5     | \$2,125.00  |
| COMMENTS APPLY TO SUB LINES A THRU B<br>NEWS 3 AT NOON   |      |                   |                 |   |       |                            |         |     |                   |              |     |               |      |       |             |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                           |       |                            |         |     | <u>Spots/Week</u> | <u>Rate</u>  |     | <u>Rating</u> |      |       |             |
| Week: 09/13/12   |      | 09/13/12          | 09/19/12        | MTWTF--                                   |       |                            |         |     | 4                 | \$425.00     |     | 0.00          |      |       |             |
| Week: 09/20/12   |      | 09/20/12          | 09/26/12        | MTWTF--                                   |       |                            |         |     | 1                 | \$425.00     |     | 0.00          |      |       |             |
| E 13   | KSNV | 09/13/12          | 09/26/12        | Dr. Phil<br>Dr Phil                       | CM    | 3-4p                       | MTWTF-- | :30 | 4                 | \$450.001    |     | 0.00          | NM   | 5     | \$2,250.00  |
| COMMENTS APPLY TO SUB LINES A THRU B<br>DR. PHIL         |      |                   |                 |   |       |                            |         |     |                   |              |     |               |      |       |             |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                           |       |                            |         |     | <u>Spots/Week</u> | <u>Rate</u>  |     | <u>Rating</u> |      |       |             |
| Week: 09/13/12   |      | 09/13/12          | 09/19/12        | MTWTF--                                   |       |                            |         |     | 4                 | \$450.00     |     | 0.00          |      |       |             |
| Week: 09/20/12   |      | 09/20/12          | 09/26/12        | MTWTF--                                   |       |                            |         |     | 1                 | \$450.00     |     | 0.00          |      |       |             |
| E 14   | KSNV | 09/13/12          | 09/19/12        | NEWS 3 at 4 (1 HOUR)<br>4PM NEWS (1 hour) | CM    | 4-5pm<br>(4:00 PM-4:30 PM) | MTWTF-- | :30 | 4                 | \$700.001    |     | 0.00          | NM   | 4     | \$2,800.00  |
| FIRST NEWS 3 AT FOUR                                     |      |                   |                 |   |       |                            |         |     |                   |              |     |               |      |       |             |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                           |       |                            |         |     | <u>Spots/Week</u> | <u>Rate</u>  |     | <u>Rating</u> |      |       |             |
| Week: 09/13/12   |      | 09/13/12          | 09/19/12        | MTWTF--                                   |       |                            |         |     | 4                 | \$700.00     |     | 0.00          |      |       |             |
| E 15   | KSNV | 09/13/12          | 09/19/12        | NEWS 3 at 4 (1 HOUR)<br>4PM NEWS (1 hour) | CM    | 4-5pm<br>(4:30 PM-5:00 PM) | MTWTF-- | :30 | 4                 | \$700.001    |     | 0.00          | NM   | 4     | \$2,800.00  |
| NEWS 4 AT 430P   |      |                   |                 |   |       |                            |         |     |                   |              |     |               |      |       |             |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                           |       |                            |         |     | <u>Spots/Week</u> | <u>Rate</u>  |     | <u>Rating</u> |      |       |             |
| Week: 09/13/12   |      | 09/13/12          | 09/19/12        | MTWTF--                                   |       |                            |         |     | 4                 | \$700.00     |     | 0.00          |      |       |             |
| E 16   | KSNV | 09/13/12          | 09/26/12        | M-F Early News<br>M-F Early News          | CM    | 5-630p                     | MTWTF-- | :30 | 12                | \$1,200.001  |     | 0.00          | NM   | 13    | \$15,600.00 |
| COMMENTS APPLY TO SUB LINES A THRU B<br>EARLY NEWS       |      |                   |                 |   |       |                            |         |     |                   |              |     |               |      |       |             |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                           |       |                            |         |     | <u>Spots/Week</u> | <u>Rate</u>  |     | <u>Rating</u> |      |       |             |
| Week: 09/13/12   |      | 09/13/12          | 09/19/12        | MTWTF--                                   |       |                            |         |     | 12                | \$1,200.00   |     | 0.00          |      |       |             |
| Week: 09/20/12   |      | 09/20/12          | 09/26/12        | MTWTF--                                   |       |                            |         |     | 1                 | \$1,200.00   |     | 0.00          |      |       |             |
| E 17   | KSNV | 09/15/12          | 09/15/12        | Sa-Su Early News<br>Sa-Su Early News      | CM    | 5pm-630pm                  | -----S- | :30 | 1                 | \$650.001    |     | 0.00          | NM   | 1     | \$650.00    |
| KSNV EARLY NEWS  |      |                   |                 |   |       |                            |         |     |                   |              |     |               |      |       |             |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                           |       |                            |         |     | <u>Spots/Week</u> | <u>Rate</u>  |     | <u>Rating</u> |      |       |             |
| Week: 09/10/12   |      | 09/10/12          | 09/16/12        | -----S-                                   |       |                            |         |     | 1                 | \$650.00     |     | 0.00          |      |       |             |
| E 19   | KSNV | 09/13/12          | 09/19/12        | M-F Jeopardy<br>M-F Jeopardy              | CM    | 630-7pm                    | MTWTF-- | :30 | 4                 | \$1,300.001  |     | 0.00          | NM   | 4     | \$5,200.00  |
| JEOPARDY   |      |                   |                 |   |       |                            |         |     |                   |              |     |               |      |       |             |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                           |       |                            |         |     | <u>Spots/Week</u> | <u>Rate</u>  |     | <u>Rating</u> |      |       |             |
| Week: 09/13/12   |      | 09/13/12          | 09/19/12        | MTWTF--                                   |       |                            |         |     | 4                 | \$1,300.00   |     | 0.00          |      |       |             |
| E 20   | KSNV | 09/13/12          | 09/26/12        | M-F Wheel<br>M-F Wheel of Fortune         | CM    | 7-730pm                    | MTWTF-- | :30 | 4                 | \$1,300.001  |     | 0.00          | NM   | 5     | \$6,500.00  |
| COMMENTS APPLY TO SUB LINES A THRU B<br>WHEEL OF FORTUNE |      |                   |                 |   |       |                            |         |     |                   |              |     |               |      |       |             |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                           |       |                            |         |     | <u>Spots/Week</u> | <u>Rate</u>  |     | <u>Rating</u> |      |       |             |
| Week: 09/13/12   |      | 09/13/12          | 09/19/12        | MTWTF--                                   |       |                            |         |     | 4                 | \$1,300.00   |     | 0.00          |      |       |             |
| Week: 09/20/12   |      | 09/20/12          | 09/26/12        | MTWTF--                                   |       |                            |         |     | 1                 | \$1,300.00   |     | 0.00          |      |       |             |
| E 21   | KSNV | 09/17/12          | 09/17/12        | Mon PR 8-10p<br>Monday Prime 8-10pm       | CM    | 8-10pm                     | M-----  | :30 | 1                 | \$6,000.001  |     | 0.00          | NM   | 1     | \$6,000.00  |
| THE VOICE  |      |                   |                 |   |       |                            |         |     |                   |              |     |               |      |       |             |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                           |       |                            |         |     | <u>Spots/Week</u> | <u>Rate</u>  |     | <u>Rating</u> |      |       |             |
| Week: 09/17/12   |      | 09/17/12          | 09/23/12        | M-----                                    |       |                            |         |     | 1                 | \$6,000.00   |     | 0.00          |      |       |             |
| E 22   | KSNV | 09/19/12          | 09/19/12        | Wed PR 8-9p<br>Wednesday Prime 8-9pm      | CM    | 8-9pm                      | --W---- | :30 | 1                 | \$2,400.001  |     | 0.00          | NM   | 1     | \$2,400.00  |
| ANIMAL/GUYS  |      |                   |                 |   |       |                            |         |     |                   |              |     |               |      |       |             |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                           |       |                            |         |     | <u>Spots/Week</u> | <u>Rate</u>  |     | <u>Rating</u> |      |       |             |
| Week: 09/17/12   |      | 09/17/12          | 09/23/12        | --W----                                   |       |                            |         |     | 1                 | \$2,400.00   |     | 0.00          |      |       |             |
| E 23   | KSNV | 09/16/12          | 09/16/12        | NFL Football<br>NFL Football              | CM    | 1P-9PM                     | -----S  | :30 | 1                 | \$10,000.001 |     | 0.00          | NM   | 1     | \$10,000.00 |
| SUN NITE FBALL   |      |                   |                 |   |       |                            |         |     |                   |              |     |               |      |       |             |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                           |       |                            |         |     | <u>Spots/Week</u> | <u>Rate</u>  |     | <u>Rating</u> |      |       |             |

Order / Rev: 106562  
 Alt Order #: 06852078  
 Flight Dates: 09/13/12 - 09/22/12

Advertiser: Patriot Majority  
 Product Desc: Issue  
 Estimate: 1770  
 KSNV

| Ln                       | Ch   | Start             | End             | Inventory Code                                   | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type   | Spots | Amount      |
|--------------------------|------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|--------|-------|-------------|
| E 23                     | KSNV | 09/16/12          | 09/16/12        | NFL Football<br>NFL Football                     | CM    | 1P-9PM         | -----S  | :30 | 1                 | \$10,000.00 | 1   | 0.00          | NM     | 1     | \$10,000.00 |
| SUN NITE FBALL           |      |                   |                 |  |       |                |         |     |                   |             |     |               |        |       |             |
|                          |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |             |
| Week: 09/10/12           |      | 09/10/12          | 09/16/12        | -----S   |       |                |         |     | 1                 | \$10,000.00 |     | 0.00          |        |       |             |
| E 24                     | KSNV | 09/13/12          | 09/19/12        | M-F News 3 at Eleven<br>M-F News 3 at Eleven     | CM    | 11pm-1135pm    | MTWTF-- | :30 | 3                 | \$1,100.00  | 1   | 0.00          | NM     | 3     | \$3,300.00  |
| NEWS 3 NIGHTSIDE         |      |                   |                 |  |       |                |         |     |                   |             |     |               |        |       |             |
|                          |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |             |
| Week: 09/13/12           |      | 09/13/12          | 09/19/12        | MTWTF--  |       |                |         |     | 3                 | \$1,100.00  |     | 0.00          |        |       |             |
| E 25                     | KSNV | 09/15/12          | 09/15/12        | Sa-Su News 3 at Eleven<br>Sa-Su News 3 at Eleven | CM    | 11pm-1135pm    | -----S- | :30 | 1                 | \$1,100.00  | 1   | 0.00          | NM     | 1     | \$1,100.00  |
| NEWS 3 NIGHTSIDE         |      |                   |                 |  |       |                |         |     |                   |             |     |               |        |       |             |
|                          |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |             |
| Week: 09/10/12           |      | 09/10/12          | 09/16/12        | -----S-  |       |                |         |     | 1                 | \$1,100.00  |     | 0.00          |        |       |             |
| E 26                     | KSNV | 09/16/12          | 09/16/12        | Sa-Su News 3 at Eleven<br>Sa-Su News 3 at Eleven | CM    | 11pm-1135pm    | -----S  | :30 | 1                 | \$1,100.00  | 1   | 0.00          | NM     | 1     | \$1,100.00  |
| NEWS 3 NIGHTSIDE         |      |                   |                 |  |       |                |         |     |                   |             |     |               |        |       |             |
|                          |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |             |
| Week: 09/10/12           |      | 09/10/12          | 09/16/12        | -----S   |       |                |         |     | 1                 | \$1,100.00  |     | 0.00          |        |       |             |
| E 27                     | KSNV | 09/13/12          | 09/19/12        | The Tonight Show<br>Tonight Show                 | CM    | 1135p-1237a    | MTWTF-- | :30 | 2                 | \$700.00    | 1   | 0.00          | NM     | 2     | \$1,400.00  |
| TONIGHT SHOW W/ JAY LENO |      |                   |                 |  |       |                |         |     |                   |             |     |               |        |       |             |
|                          |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |             |
| Week: 09/13/12           |      | 09/13/12          | 09/19/12        | MTWTF--  |       |                |         |     | 2                 | \$700.00    |     | 0.00          |        |       |             |
|                          |      |                   |                 |  |       |                |         |     |                   |             |     |               | Totals | 78    | \$82,775.00 |